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AAA INFORMATION CALENDAR--JUNE, 1940



### Farm Program Part of Our National Defense

Swift developments in the European War are being felt with increasing impact by American farmers.

Invasion of countries with which the United States enjoyed a substantial foreign trade has, at least for the duration of the war, cut these nations from our list of customers. Notable among these are the Low Countries, which normally took 10 percent of United States farm exports and had become a relatively more important outlet for our farm products since the start of war last September.

Such facts make all the more apparent the need for and the value of the AAA Farm Program in our national defense.

The program is flexible and can be used by farmers to meet such situations as the war is now presenting. Our informational material should be kept flexible also and adapted to cover special situations and developments. Much of our press and radio material, and also other information materials, can point out how the program is part of the country's defense front. Releases can interpret as a part of our national defense such AAA measures as: (1) the conservation program for protecting our soil and keeping it fertile for continued productivity; (2) the Ever-Normal Granary for storing food supplies and protecting consumers during unstable periods, (3) acreage allotments for meeting market demands, (4) marketing program to assist farmers in orderly marketing of their products, (5) crop insurance to protect farmers in times of need.

Persons in the states may have suggestions about how information materials may be adapted to fit special situations. The Division of Information would like to have these suggestions.

#### Tips on Coming Events and Developments in AAA

1. Cover Crop Seed--In some states where cover crops are important, farmers are being urged to save seed of these crops. This is important now since seed of such crops as hairy vetch will be hard to obtain, due to the war situation and the general increase in the demand. In these states it could be pointed out that the campaign to save cover crop seed is another example of how the AAA Program works in time of emergency.
2. Wheat Allotments--The national and state wheat allotments for 1940 have been announced, and county and farm allotments will be distributed very soon. Local press and radio releases might stress, in addition to background material, that allotments are the means farmers have to meet any







requirements for wheat during periods when our domestic market is affected by such events as the European War.

3. Commodity Loans--1940 loans on wheat, rye and barley have been announced, and a corn loan extension is expected to be announced later on. Local releases can be written on the kind of bins farmers must have for acceptable farm storage, and other features of the loan programs as they affect the local situation. It can also be pointed out that loans are part of the Over-Normal Granary and are designed to protect farmers from low prices by enabling them to market crops in a more orderly manner. Loans also enable farmers to store grain in areas where it is produced, making it available for future use as seed and feed. The effects which foreign influences have on the domestic market, such as the current war, are also lessened by loans.
4. Summary Stories--Most states have received copies of fill-in summary stories on the 1939 Agricultural and Range Conservation Programs, with suggested layouts for pictures and a supply of pictograph symbols for local use. As was pointed out when the material was sent, the stories and layouts were only suggestions and various other ideas can be used for local adaptation. We would like to have any ideas which state personnel may have on this material, and a report on how states were able to use it. This material is in line with the policy of handling the weekly news service more as a "service" than as a medium for handing out material which cannot easily be localized.
5. Farm Program--Between now and the date of the National AAA Conference in July, considerable information material will be written in the states about state and regional conferences at which AAA officials will discuss recommendations for the 1941 AAA Farm Program. Such events and discussions might be the news peg for a feature story highlighting the program as a farmer's program. The process of getting farmer suggestions for improving the program could be explained from farmer to county committee to state committee, and from there to regional conferences and thence to the national conference. It must be pointed out, of course, that the program is national in scope and that all suggestions, even though they have merit, cannot be adopted.
6. Success Story--For getting human interest, nothing is more successful than the success story itself. Recently such a story was put out in Tennessee in regard to the results of lime and phosphate, and a similar one could probably be found in communities where these materials have been used for a year or two under the AAA grant of aid program.

This, in brief, was the story: "A Tennessee farmer bought 125 acres of waste land, part of a 4,000-acre tract that had been held by one family in pre-Civil War days. Under farming methods prevailing then, the owner cropped a field until production went down and then moved on to a newly cleared field. The 125-acre tract had grown up to briars and bushes and had been badly eroded. The farmer cleared the land for pasture and applied 200 pounds of 43 percent superphosphate per acre. While evidence of former erosion damage and galled spots are still visible, 50 head of steers and







several head of workstock were unable to keep the grasses and clover grazed down last summer.

"The same farmer has another 143-acre pasture tract part of which he improved with 200 pounds of superphosphate and 3 tons of lime per acre. The land was purchased for \$30 an acre in 1931 and the profits from one herd of steers paid half the purchase price the next year. In 20 days short of a year, between October 1937 and 1938, steers grazing in this pasture put on an average gain of 450 pounds each."

Such stories have a strong appeal, and they can be used in many ways to illustrate the value of applying these soil-building materials. Many farmers who have been able to use lime and superphosphate as grants of aid will no doubt have similar experiences to relate.

7. National Conferences--Plans are going forward for the National AAA Conference in Washington, July 10-12, and the National Range Conference at Midland, Texas, June 24-26. Other national conferences include: National Vegetable Conference, Washington, D. C., June 3-5, National Rice Conference, Shreveport, La., June 20 and 21. State Offices will have information about activities which will precede the national conferences.
8. Crop Insurances--The announcement of the 1941 Crop Insurance Program will give an opportunity for local releases explaining the program, with results of the 1940 program on a local basis, total of adjustments made, and other similar data.
9. Radio Programs--A new national radio series, "The Farm Home--Today and Tomorrow" will begin on the National Farm and Home Hour Tuesday, June 11, when an Indiana farm woman and an AAA committeeman broadcast. (Full schedule is reproduced in the radio section of the Calendar.) Local promotion work will be valuable, as this series will bring information of interest to both farm and town listeners.
10. Briefly Speaking--The next issue of Briefly Speaking, national AAA house organ, is scheduled to come out in June. The coming issue has conservation for its theme and no doubt will provide ideas that can be developed locally.

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#### Suggestion for Radio Programs in the States

1. New Radio Series--The new national radio series, "The Farm Home--Today and Tomorrow," mentioned in the section, Tips on Coming Events and Developments in AAA, is a sequel to the recent series, "Today's Soil for Today and Tomorrow." In this series, farm people, including farm women and farmer-committeemen, will report primarily on problems of the farm home and how farm people can best make





use of the Farm Program. The individual broadcasts of the series will be heard each Tuesday over the National Farm and Home Hour at 11:30 a.m. Eastern Standard Time.

The eight programs of the series include:

1. "An American Standard of Living" - - - - - June 11, Indiana.
  2. "Conservation is Woman's Work Too" - - - - - June 18, New York.
  3. "A Farm Woman Looks at Parity Income"- - - - - July 2, Idaho.
  4. "People Have Roots Too" - - - - - July 9, Oklahoma.
  5. "Home on the Range" - - - - - July 23, New Mexico.
  6. "Things We Want" - - - - - July 30, Nebraska.
  7. "Grow Your Own" - - - - - Aug. 6, Texas.
  8. "Country Life and Triple-A" - - - - - Aug. 13, Maryland.
2. Northeast Radio Series--An example of a radio series that might be done on a regional, or even a more local basis, is one which is to be aired over WGY, Schenectady, N. Y., from July 18 through December 19. County committees will broadcast on all occasions except the last of the series when two State Committeemen and the Northeast Division Director will participate in an interview titled "Conservation--This Year and Next." The subjects of the series embrace the various parts of the program as it applies to the region, and bring out special problems and aims of farm people in the area. Some of the titles indicate the type of broadcasts which will be given: "What Has Happened to Our Farming?", "Will Our Boys Want Our Farms?", "Building Soil for Tomorrow", "Our Winter Feed Bill", and "Facing the Potato Situation as It Is."
3. Summary Broadcasts--The stories summarizing the 1939 Agricultural and Range Conservation Programs could well be the subjects of local broadcasts on a county or state basis. Committeemen could, in interviews, recount the accomplishments of farmers in carrying out practices and achieving their conservation aims. Care should be taken to make such interviews more than recitals of accomplishments in dull statistics; incidents and actual experiences of farmers will liven up the broadcasts. Some ideas regarding technique for summary interviews may be had by reading the interviews in the national series, "Today's Soil for Today and Tomorrow."
4. Success Story--Suggestion No. 6 in the section on Tips, can be adapted for a variety of uses on the radio. If a particular farmer's experience is reported, it would be effective to have that farmer tell his actual experience in person. Other ways to use such information includes short "farm flashes", interviews between committeemen and farmers, announcements, and other methods suitable for your programs.
5. Crop Insurance--Following the initial announcement of the 1941 Crop Insurance Program, a follow-up radio interview might be arranged for committeemen. This interview could precede the sales campaign and outline the principal features of the 1941 program, point out some of the advantages of crop insurance, using the experience of farmers who had crop losses this year and received indemnities. Income which farmers received through having insurance could be totaled on a state and county basis. A farmer could tell of his own loss, what caused it, the amount of his indemnity, what he used it for, and other particulars.







### Suggestions for Local Pictures

1. Farming Operations--June will be an excellent month for taking pictures of various farming operations for completing pictures files, film strips and other uses. These can include all AAA soil-building and range-building practices being carried out during the month and field shots of cultivating, harvesting and other farming operations.
2. Grant-of-Aid Progress-- Pictures of pastures, hay land and cropped fields to which lime and phosphate have been applied under the grant-of-aid program can probably best be taken during June in many areas. Vegetation will be at peak growth then. As much contrast as possible should be in the pictures--growth on an untreated portion of a field should be compared to growth on a treated portion. Such pictures will be useful for illustrating news stories on the same subject.
3. Farm Storage--Since there will be considerable activity in farm storage during the coming harvest season, there may be opportunity for local news shots in areas when the 1940 crops of wheat, rye and barley move into storage. Re-inspection of sealed cribs and granaries should give opportunity to get pictures for highlighting the fact that stored wheat and corn is in good condition.
4. Improved Range--A good picture which can be taken in the range country will be one showing livestock grazing on range land which was improved last year by deferred grazing.
5. Home Gardens--In areas where farmers are taking advantage of the home garden provision, pictures can be taken when the produce matures and is being canned for winter use, to stress the fact that the program encourages farmers in their efforts to provide a year round home produced food supply. In communities where groups can these products cooperatively, good shots will probably be available.
6. Woodland Improvement--In areas where woodland improvement practices apply, some "after" shots might be taken to show how farmers have improved their woodlands. Products such as posts and fuel which have resulted from improvement practices, and from which the farmer is getting some profit, could be in such pictures if they are still on the farm.

### Information on Developments in the Commodity Programs

Wheat: The work of distributing 1941 county wheat allotments will be in progress. County committees will be making preparations for mailing out farm allotments and yields, and some farmers will probably receive allotments in the winter wheat area. Farm allotments will serve as a basis for analyzing the current wheat situation.







The 1940 wheat loan program has been announced, and state and county offices will be making arrangements for handling loans. In some areas, where the harvest is early, farmers may receive loans during June.

Applications for 1940 wheat parity payments will be coming in. In the West Central and Eastern National commodity committees will receive instructions regarding the 1941 wheat plan for participation which farmers will sign in July and August. (For other details, see state offices about this).

Wheat and Loans for crop and barley of the 1940 crop have been announced, and county committees will now receive instructions for making loans.

Corn: Provisions for the extension of 1939 and 1940 corn loans will probably be announced in June or early July. Corn compliance work will be in progress.

Wheat: Farmers will be sending applications for 1941 parity payments.

Cotton: County offices will be establishing record plants for cotton farms. Applications for 1941 parity payments will be coming in from county offices.

Tobacco: In addition to the steps of performance of flue-cured tobacco, compliance administrative work will be done in regard to this type of tobacco. Extension meetings are expected to be held in June in some flue-cured states.

At least one state, Kentucky, has scheduled extension meetings in June for tobacco.

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#### Crop Insurance:

County offices are now administering crop insurance premium rates for 1941 and are adjusting 1940 crop losses.

The 1941 Crop Insurance Program is expected to be announced in June.

Some states are now making meetings in that state and state level. These will continue during June.

#### Performance:

West Central Region: County performance reports will be completed and compliance work will be underway in most states during the month.

A performance check will be made in the flue-cured area for the 1941 cotton parity program, and also for the 1940 cotton marketing plan program.







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Northeast Region--Training schools for farm checkers will be in progress during the month, preparatory to the beginning of performance work in the counties.

North Central Region--The check of performance will begin about June 1 and will continue throughout the month. The first check is expected to be completed in June. Aerial photography will probably be in progress in all states under 1940 contracts.

Southern Region--Compliance work will be well under way in most counties.

Western Region--Performance will be checked in the spring wheat areas.





## Soil-Building Practices

East Central Region--Soybeans and corn are the main crops for use as a green manure crop. Lime and phosphate may be applied and wheat, rye, crimson clover, vetch and other crops turned under, for green manure. Other practices include terracing and strip-cropping.

Northwest Region--Practices which may be carried out include seeding biennial and perennial legumes and green manure crops.

North Central Region--This will be a slack month for practices and most farmers will be busy with planting, cultivating, and harvesting operations. However, some practices will be carried out in the range and summer fallow areas. Weed control work will be in progress in organized weed control districts; this will afford an opportunity for local releases on measures which the program provides for weed eradication and control.

Southern Region--Farmers may plant such summer legumes as cowpeas, soybeans, crowderia and velvet beans. Terese cropping and contour farming practices may also be carried out.

Western Region--June will be a big month for conservation and range building practices. Almost every practice provided in these programs may be carried out in one area or another throughout the region. Range reseeding is among the most important. All the mechanical practices may be carried out, also. (State Offices will have information about practices applicable to your State.)

## Soil-Building Practices

East Central Region--A regional conference at which recommendations for the 1941 AAA Farm Program will be drawn up will be held June 20, 21 and 22, at Ocala, Fla. State Offices will have information on the time to attend, and other data.

Many county meetings will be held throughout the region on recommendations for the 1941 program.

Special state activities: North Carolina is developing a series on the conservation program, and preparing a program on cover crops. Kentucky will hold a meeting for discussing the dark cotton situation. Tennessee has scheduled several cover crop tours, during which farmers will have the opportunity to see how other farmers in the A A are using the cover crop practice.





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Northeast Region--Representatives of the AAA from Northeastern States will attend the National Vegetable Conference in Washington, D. C., June 3, 4, and 5.

The Northeast Regional Conference, at which suggestions for the 1941 AAA Farm Program will be discussed is scheduled for July 8 and 9. The place of the conference is yet to be selected.

Regional schools (probably two) are scheduled for June 17-22 at places to be selected. Philosophy of the program will be the chief subject of discussion. George Dykhuisen, professor of philosophy at the University of Vermont, and R. H. Montgomery, professor of economics at the University of Texas, will be the featured speakers.

County meetings at which state committeemen are getting farmer-suggestions for the 1941 farm program will be completed during the month.

State offices are expected to transmit the bulk of the 1940 parity payment applications to Washington by the end of the month.

Director A. W. Manchester and Assistant Secretary of Agriculture Grover B. Hill will speak at an AAA meeting in Williamsport, Pa., June 6 or 7.

Director Manchester will participate in the Farm Forum heard over WGY, Schenectady, the evening of May 31.

A series of radio programs similar to the national series, "Today's Soil for Today and Tomorrow," will begin over station WGY July 18. The series will be aired over WGY the first and third Thursday of each month from July to December, at 12:45 p.m. Northeast county committeemen will take part in the broadcasts. A similar series is being planned for the Colonial network. (See Radio Section.)

The Northeast AAA Notebook has been distributed.

North Central Region--The 1940 Regional Conference for considering recommendations for the 1941 program is slated for June 13-15 in Chicago.

A series of 2-day state conferences, beginning June 3, will be held to discuss 1941 crop insurance, 1940 wheat loans, extension of corn loans, 1940 application for payment work, and the 1941 Wheat Plan for Participation.

Preliminary arrangements will be made in state and county offices for handling 1941 crop insurance applications, 1940 wheat loans, and 1940 application for payment work.

A radio program of interest will be heard over WLW, Cincinnati, May 31, on Everybody's Farm Hour, when LeRoy K. Smith, manager





of the Federal Crop Insurance Corporation, and Edward P. Kern, of the Bankers Life Company, Des Moines, Ia., broadcast. This interview will highlight the relationships and comparisons between life insurance and crop insurance, and between farm prosperity and activity in life insurance.

Southern Region--State conferences at which the 1941 AAA Program will be discussed are scheduled in Mississippi, Oklahoma and Texas during June.

AAA officials from the rice producing states will attend the national rice conference in Shreveport, La., June 20-21, to discuss the 1941 program.

Representatives of Southern Region vegetable producing states will attend the national vegetable conference June 3-5, in Washington, D. C., where the 1941 vegetable program will be considered.

A 16-page booklet, "Helping Farm Families Help Themselves," presenting the results of the AAA Farm Program in the Southern Region in pictures, is now in the printing office. Likewise a 192-page book, "Round the World with Cotton," which tells the story of cotton.

Western Region--Representatives of the Western States will attend the National AAA Conference and the national conferences on the range, vegetable and rice programs for 1941. Dates and places of the conferences are given in the section on Tips on Coming Events and Developments in AAA.

The regional conference of the Western Division will be held in Washington, D. C., July 8 and 9. State conferences are being scheduled in some states to discuss 1941 program recommendations. (See your State Committee for date concerning your state.)

In several states AAA picnics are being planned.

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at the National Conference on the National Vegetable Program, held at the University of California, Berkeley, California, on July 1, 1961. The conference was held at the University of California, Berkeley, California, on July 1, 1961. The conference was held at the University of California, Berkeley, California, on July 1, 1961.

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AAA officials from the various states will attend the national vegetable conference in Washington, D. C., from July 1 to July 3, 1961. The conference will be held at the University of California, Berkeley, California, on July 1, 1961.

Representatives of the National Vegetable Program will attend the national vegetable conference in Washington, D. C., from July 1 to July 3, 1961. The conference will be held at the University of California, Berkeley, California, on July 1, 1961.

A 15-page booklet, "Vegetable News," will be distributed to the delegates at the conference. The booklet contains information on the National Vegetable Program, the National Vegetable Conference, and the National Vegetable Program. The booklet will be distributed to the delegates at the conference.

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In several states AAA projects are being started.

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